Permit #F00020810

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00020810 **Type of Permit:** FILMING **Release Date:** 10/09/2009

Production Company BRIGHT PICTURES INC

Insured Company Name BRIGHT PICTURES INC
Contact Phone No. 1 323-770-2570
Contact Phone No. 2 917-539-4430
Fax 213-232-3250
Address 415 PALOMA AVE, #51
LOS ANGELES, California 90291

Production Title V CAR COMMERCIAL

Type of Production Commercial - Standard

Producer TAYLOR LAWRENCE

Director SEBASTIAN REED

1st AD TODD LENT

Production Manager SHAWN COOLEY

FilmL.A. Coordinator Erica Wade

Location Manager RON ABRAMS
Primary Phone Mobile - 310-880-5007
Secondary Phone

Location Assistant ROBERT MENDEL
Primary Phone Mobile - 213-591-0510
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$380.00
LA CITY FIRE SAFETY OFFICER	$1,024.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $2,564.00

Number of Locations 3

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Summary Information — Location

Location 1 of 3

Permit Number	F00020810	**Location Manager**	RON ABRAMS
Production Company	BRIGHT PICTURES INC	Primary Phone	Mobile - 310-880-5007
Insured Company	BRIGHT PICTURES INC	Secondary Phone	
Production Title	V CAR COMMERCIAL		

Location Address 1201 S Figueroa St, Los Angeles, CA, 90015

Location Names LOS ANGELES CONVENTION CENTER

Location Type Convention/Exhibition Facility

Location Description

Film Dates 10/13/2009 - 10/13/2009 06:00 - 14:00

Open or Closed to the Public Closed

Generic Conditions All vehicles must be parked on private property
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Downtown LA July 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	6
Camera cars	2
Cast/Crew vehicles	45
Condors	2
Cube Trucks	4
Generator	1
Motor Homes	2
Picture vehicles	2
Stakebed Trucks	2
Vans	4

Personnel on Location

Type	Quantity
Cast	10
Crew	45
LA City UFSO assigned	24353

Filming Activities Camera in car; Camera on sticks; Drive by; Drive ups & away; Driving shots; Equipment on property; Exterior establishing shots; Wetdown; Filming driving shots, stactic shots, insert shots in parking structure. Picture car against.Green Screen in parking structure.;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note UFSO FOLLOW TO ELYSIAN PARK LOCATION

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Summary Information — Location

Permit Number	F00020810	**Location Manager**	RON ABRAMS
Production Company	BRIGHT PICTURES INC	Primary Phone	Mobile - 310-880-5007
Insured Company	BRIGHT PICTURES INC	Secondary Phone	
Production Title	V CAR COMMERCIAL		

Location Address	835 Academy Rd, Los Angeles, CA, 90012
Location Names	ELYSIAN PARK
Location Type	Park
Location Description	
Film Dates	10/13/2009 - 10/13/2009 13:00 - 22:00
Open or Closed to the Public	Open
Generic Conditions	All vehicles must be parked on private property Must comply with attached Rec & Park Conditions No Cast and Crew parking on areas streets. Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public. Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.
Please see attached document	20810.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	6
Camera cars	2
Cast/Crew vehicles	45
Cranes	1
Cube Trucks	4
Generator	1
Motor Homes	2
Picture vehicles	2
Stakebed Trucks	2
Vans	4

Personnel on Location

Type	Quantity
Cast	2
Crew	50
LA City UFSO assigned	24353
Off-Duty/Retired LAPD Officer(s)	2
Rec & Park Monitor required	1

Filming Activities	Camera in car; Camera on sticks; Car-to-Car; Drive by; Drive ups & away; Driving shots; Equipment on sidewalk, in curb lane & across street; Exterior establishing shots; Exterior MOS; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard; Wetdown; Film driving shots on Elysian Park Dr. around Angel's Point; Filming scenes on helipad. Picture car against scenery.;
Jurisdiction	**Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City
Location Notes	
Coordinator Note	RAPG MONITOR REQUIRED 1PM - 10PM
Coordinator Note	FILMING AT BISHOP CANYON HELIPAD, OVERFLOW BELOW WATER TANK, BISHOP CANYON PICNIC PARKING LOT, LITTLE LEAGUE PARKING LOT

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Summary Information — Location

Permit Number	F00020810	**Location Manager**	RON ABRAMS
Production Company	BRIGHT PICTURES INC	Primary Phone	Mobile - 310-880-5007
Insured Company	BRIGHT PICTURES INC	Secondary Phone	
Production Title	V CAR COMMERCIAL		

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

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Summary Information — Location

Permit Number	F00020810	**Location Manager**	RON ABRAMS
Production Company	BRIGHT PICTURES INC	Primary Phone	Mobile - 310-880-5007
Insured Company	BRIGHT PICTURES INC	Secondary Phone	
Production Title	V CAR COMMERCIAL		

Location Address Culver Blvd. Jefferson Blvd. - Centinela Ave. - La Cienega Blvd. - W Imperial Highway - Vista Del Mar (Excluding State Highways, City of Culver City, City of Inglewood, LAX Property and City of El Segundo), Westchester, CA, 90045

Location Names

Location Type Driving grid

Location Description

Film Dates 10/11/2009 - 10/12/2009 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions All Vehicles must be parked legally.
No Cast and Crew parking on areas streets.

Equipment on Location

Type	Quantity
Camera cars	1
Picture vehicles	1
Process Trailer	1
Vans	1

Personnel on Location

Type	Quantity
Crew	10
Off-Duty/Retired LAPD Officer (s)	4

Filming Activities Exterior establishing shots; Handheld equipment; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs); Process Trailer; Running & tow shots.;

Jurisdiction **Political:** Multiple Jursidictions **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note NO STOPPING OR SETTING UP IN FRONT OF MERCHANTS WITHOUT PRIOR APPROVAL

NO STOPPING OR SETTING UP IN SPECIAL CONDITIONED AREAS WITHOUT PRIOR APPROVAL

NO FILMING ON CITY OWNED PROPERTY WITHOUT PRIOR APPROVAL

NO STOPPING OR SETTING UP IN RESIDENTIAL AREAS PRIOR TO 9AM ON WEEKENDS

Parking

Base Camp
Location Type : Private Parking Lot
Street : 5200 W Imperial Hwy - Cal Trans

Crew Parking
Location Type : Private Parking Lot
Street : 5200 W Imperial Hwy - Cal Trans

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SPECIAL FILMING CONDITIONS
RESIDENTIAL/COMMERCIAL AREAS OF
DOWNTOWN METROPOLITAN LOS ANGELES

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The Downtown Los Angeles Central Business District is occupied by commercial/industrial businesses, as well as residential properties. There are also many popular hotels in the downtown area frequented by visitors taking advantage of our city's cultural, historical and recreational venues.

In order to better balance the concerns of business/commerce and provide for the residential aspects of this area of Los Angeles, FilmL.A. has developed the following Special Filming Conditions. Your cooperation in adhering to the Conditions will ensure the industry's continued access to these vitally important filming sites.

NOTE: THE FOLLOWING SPECIAL FILMING CONDITIONS DO NOT APPLY TO THOSE AREAS ZONED AS "LIGHT MANUFACTURING/PARKING" OR "HEAVY MANUFACTURING".

- **All filming activities (including parking of production equipment, cast/crew parking, catering, and preparation/strike) within 200 feet of any residential building (including hotels) are not permitted between the hours of 10 p.m. and 7 a.m. unless first approved by FilmL.A.** through the approved Filming Survey procedure and indicated on the permit.

- **Low level helicopter activity within ½ of a mile of residential buildings and taking place between the hours of 10:00 p.m. and 7:00 a.m. will not be allowed.**

- **All low-flying helicopter work in the vicinity of buildings, especially residential structures, requires the Federal Aviation Administration (FAA) reviewed and accepted plan of activities also to be filed with FilmL.A.**

- **Notification of the representatives of residents, merchants and businesses within 500 feet of all filming activities should be done 48 hours in advance of filming or substantial prep work, time permitting.** Additional notification beyond a distance of 500 feet may be required for permits requesting extraordinary filming activities, to be determined by FilmL.A.

- **Due to the congestion from normal commuter traffic, Intermittent Traffic Control (ITC) is generally not permitted on weekdays between the hours of 7:00 a.m. - 9:00 a.m. and 3:00 p.m. - 7:00 p.m.**

- **Production companies are required to completely remove all trash, food, cardboard boxes, etc.** from the general vicinity at the end of each filming day. Food should **NOT** be given directly to the homeless persons in the area; if a production company wishes to donate food, it

FilmL.A. Inc. NOT A PERMIT

should be delivered to missions or groups in the area which are designated and sanctioned to distribute food and other supplies to the homeless. Production companies will be held responsible for the actions of catering companies contracted to provide food for cast and crew.

- **All of the Special Conditions referenced herein apply to filming in or near the 2nd and 3rd Street tunnels.** All filming activities within the tunnels between the hours of 10:00 p.m. and 7:00 a.m. must be contained to areas at least 100 feet from tunnel openings, unless signature approval is obtained from affected residential buildings near the tunnel entrances, and indicated on the permit. The activities may not be audible beyond tunnel openings, and lighting may not illuminate or affect any nearby buildings.

In addition to the conditions referenced above, production companies must adhere to the following conditions when filming on Lower Grand Avenue between General Thaddeus Kosciusko (GTK) Way and 4th Street:

- **The walls of Lower Grand Avenue are private property** and may not be dressed, painted, or used in any way unless permission is granted by the representative of the affected property. The following are the names and phone numbers of the most affected building representatives:

o Museum of Contemporary Art (MOCA)	Cari Stafford	213.621.2766
o One California Plaza, (Maguire Properties)	Natalie Park	213.687.2284
o Two California Plaza, (Maguire Properties)	Natalie Park	213.687.2284
o Wells Fargo Center (Maguire Properties)	Holly Mattan	213.253.4297
o Omni Hotel	Dan Pietrowski	213.617.3300
o Museum Tower & Grande Promenade	Aaron Bazile	213.229.9777
o Angelus Plaza	Joan Marke	213.623.4352

- **Blocking of loading docks or parking garage entrances and exits is strictly prohibited.**

- **No special effects, including smoke, steam or fog may occur on Lower Grand Avenue** without first obtaining clearance from the appropriate building contacts and maintenance engineers. Contact must be made at least **48 hours prior** to the proposed effect(s) unless appropriate, prior notifications to designated property management representatives have been made.

- **Generators may not be placed on the enclosed portion of Lower Grand Avenue. Suggested areas for generator placement are:**

1. the curb lane of 4th Street at least 200 ft east of Lower Grand Avenue;
2. the curb lane of 4th Street west of Lower Grand Avenue beyond the left turn lane; or
3. the center of Lower Grand Avenue directly under the openings to Upper Grand Avenue.

- **Companies must obtain property contact approval prior to covering or removing any building signage** and must replace removed/covered signs with temporary signage similar to the originals. If directional or street signage is removed, the production company must provide **complete directional signage** in the surrounding area, with emphasis on alternate parking entrances and exits. **Street signs may only be removed with FilmL.A. approval.**

- **Any filming activities requested and approved with less than 48-hour notification may not interfere with other ongoing activities in the area.**

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PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Failure to comply with these conditions will be in violation of your film permit and may result in revocation of permit.

- NO vehicles or heavy equipment allowed on turf unless otherwise approved by the Park Film Office.
- MUST remove all self-generated trash.
- Use of City dumpsters or trashcans is prohibited.
- MUST work around park activities. NO exclusive use of park.
- MAY NOT block service roads, driveways, or parking lot access.
- MAY NOT park in handicap or electric vehicle parking stalls.
- NO alterations to park property unless otherwise approved by the Park Film Office.
- Company must provide own gate security. The Park Film Monitor is to remain at the film site, not open gates all day.
- NO staking or drilling into turf, rocks, trees, or asphalted areas unless approved by Park Film Office.
- MUST use water barrels or sandbags for tent set-up.
- MUST provide own restroom facilities.
- MUST restore alterations or damages to original or better.
- Smoking is only allowed in designated areas specified by a Park Film Monitor or Fire Marshall.
- If no monitor or Fire Marshall is assigned; there will be no smoking with the exception of an actor smoking while performing or a part of the scene.
- The designated smoking area may not be near any patron activity or facility. Large sand or water filled buckets must be placed in this area for disposal of tobacco products.
- The designated area may be revoked or not allowed at all depending on weather and location conditions.

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(ELYSIAN – BISHOP CYN HELIPAD)

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- Failure to comply with these smoking guidelines may result in a fine.
- MUST adhere to Monitors instructions at all times. Monitor's instructions or judgment may override written guidelines.
- An on site Fire Inspector must be present as determined by LAFD.
- In event of an emergency, the Fire Inspector, along with the Park Film Monitor, will direct as necessary to vacate the Helipad or evacuate the park. This directive will be strictly enforced regardless of the status of film activity. **Location Manager must be aware of this risk.**
- Vehicles parked on the Helipad must be parked and attended in such a way as ALL vehicles can vacate the Helipad within 5 minutes.
- No standing sets, catering trucks, generators, dressing rooms, or other equipment that cannot be readily moved or driven off is allowed on Helipad.
- OK to park vehicles on dirt road leading to Helipad. Must use dirt road furthest from the baseball fields. Ok to use one closest to stadium.
- When vacating the premises, vehicles must vacate as to not damage the Helipad surface. Watch for raised edge as to not "bottom out" on the Helipad. Company will be held responsible for restorations.
- Pyrotechnics, stunts and special effects require approval of the Park Film Office.
- OK to park on dirt/gravel road leading out to Helipad. May only use road furthest from the baseball fields. Must park along one side of road. Must maintain emergency access lane at all times.
- Must park cars facing toward the road for a quicker exit in case of an emergency landing.
- Gate leading to Helipad must remain closed or monitored at all times.
- OK to do driving shots with flow of traffic on Angel's Point Drive from Bishop Canyon to Stadium.
- Must have LAPD escort for driving shots.
- OK to park in the Bishop Canyon parking lot. Must not block any service roads or driveways.
- OK to park trucks at the overflow lot below the water tank on Angel's Point Drive near Elysian Fields.

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- Must leave parking spaces open to the public at Bishop Canyon Parking lot.
- Co. may not restrict access to the parking lot at any time, no exceptions.

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